



KCBS 2 reporter Christina Penza at the media event at the Los Angeles River Trash Boom in early January.

Media Event Conducted at the L.A. River Trash Boom

On Wednesday, January 4th the County Stormwater Campaign coordinated a media event at the Los Angeles River Trash Boom, which had collected 60 tons of garbage after heavy rain over the New Year's weekend. KCBS/KCAL and FOX/Channel 11 news stations dispatched helicopters to capture aerial images of the trash boom while CBS reporter Christina Penza conducted interviews with the clean-up crew on the ground. Ken Weiss, environmental reporter with the *Los Angeles Times*, was also on site for more than three hours gathering information for a spring

article on world plastics pollution. Campaign messages came across loud and clear in the media coverage: this wouldn't happen if residents would put their trash where it belongs.

The county's stormwater campaign has also been covered this year in the *Sacramento Bee*, *Modesto Bee*, *Long Beach Press-Telegram*, *L.A. Daily News*, *La Opinion* and *Daily Breeze*, as well as on KCAL's "9 on the Town" and KCET's "Life and Times," reaching an audience of more than 4 million residents! 💧

New Mural Unveiled in Florence/Firestone Community

DPW unveiled a stormwater pollution prevention-themed mural in the Florence/Firestone community. The mural, created by local artist Arturo Gonzales, is located on the wall of a private residence adjacent to Edison Middle School, the site of the community clean-up event in 2004.

Upon completion of the mural, DPW conducted media outreach to local publications, which resulted in a feature story in *La Opinion*, highlighting the mural as well as the overall campaign. 💧

Below is a section of the new mural in the Florence/Firestone community. [See page 3 for more pictures of the mural.](#)





Shoppers at the Fox Hills Mall in Culver City get the message – “Don’t Trash California! Put litter in its place.”

DPW Places Trashcan Wraps at Westfield Malls

In December, DPW placed trashcan wraps at eight Westfield Shopping Centers throughout Los Angeles County. A total of 80 wraps were featured on 10 trash cans at each of the following locations:

- Eagle Rock
- Fashion Square (Sherman Oaks)
- Fox Hills (Culver City)
- Promenade (Woodland Hills)
- Santa Anita (Arcadia)
- Topanga
- Valencia
- West Covina

The wraps were strategically timed to coincide with the busy holiday shopping season, where each of these shopping centers sees almost double the average number of visitors. In fact,

Westfield reported more than 280,000 visitors at the eight shopping centers each day during the holidays, garnering more than 8.4 million impressions over the time period in which the wraps were on display.

Additionally, from December 19th through January 1st, the electronic message board at the West Covina mall, which is located along I-10, displayed the campaign message: “Don’t Trash California! Put litter in its place.”

As a reminder, the “Don’t Trash California” artwork for trashcan wraps is also available for use in your city. For more information please contact Patricia Condon at (310) 248-6147 or patricia.condon@ogilvypr.com. 💧

Copermittee SPOTLIGHTS

Los Angeles

The County of Los Angeles Department of Public Works would like to thank the City of Los Angeles for its generous contribution of \$250,000 for additional advertising. The funds will be applied to 2006 outreach efforts, which may include sports marketing partnerships, television ads and other high-profile advertising to drive awareness of stormwater issues in the city and county of LA.

Arcadia, Monrovia, Sierra Madre and Pasadena

The fall newsletter included information on the new “Don’t Trash California” artwork now available to cities within Los Angeles County; several copermittees have taken advantage of this new offering. In particular, the cities of Monrovia, Arcadia, Sierra Madre and Pasadena will be running the “Don’t Trash California” print ads in their local publications, including *Monrovia Weekly*, *Sierra Madre Weekly*, *Arcadia Weekly* and *Pasadena Weekly* throughout 2006. These cities are also looking into the use of additional items in their communities, such as banners.

For more information on the “Don’t Trash California” advertising available, please contact Lindsay Hall at 916-418-1500 or lindsay.hall@ogilvypr.com.

DPW conducts BMP training for Shell



More than 60 Shell gas station owners and managers attended the Best Management Practices (BMP) workshop conducted by County Public Works, which was held in Burbank in November 2005.

On November 22nd the County Stormwater campaign conducted a Best Management Practices (BMP) training in Burbank for more than 60 Shell gas station managers. The BMP training provides restaurant and gas station businesses with the information they need to properly incorporate BMPs into their daily operations and comply with regulations. County stormwater inspectors were also on hand to answer any questions.

This winter, trainings were coordinated with the following city partners:

- Beverly Hills, West Hollywood and Culver City
- La Mirada, Cerritos, Lakewood and Downey
- Ranchos Palos Verdes, Palos Verdes Estates and Rolling Hills Estates

To inquire about coordinating a BMP training for your city, please contact Patricia Condon at 310-248-6147 or patricia.condon@ogilvypr.com. 💧

More Florence/Firestone Mural Pictures

[See full story on Page 1](#)



The new stormwater mural, across from Edison Middle School, in Florence-Firestone.